

FINAL MINUTES
Monterey Peninsula Water Management District
Public Outreach Committee
June 27, 2008

Call to Order

The meeting was called to order at 1:00 PM in the District conference room.

Committee members present: Regina Doyle, Chair
Kristi Markey
David Pendergrass

District staff members present: Darby Fuerst, General Manager
Stephanie Pintar, Water Demand Manager
Arlene Tavani, Executive Assistant

Others present: Karen Harris, Monterey Regional Water Pollution Control Agency
Catherine Bowie, California American Water

Comments from the Public

No comments were presented.

Action Items

1. **Receive Minutes of May 27, 2008 Committee Meetings**
On a motion by Director Doyle and second by Director Pendergrass the minutes were unanimously received on a vote of 3 - 0.
2. **Develop Recommendation to the Board on Cooperative Agreement with Monterey Regional Water Pollution Control Agency (MRWPCA) for Public Outreach Assistance**
On a motion by Director Doyle and second by Director Markey, the committee voted to recommend that the Board approve the proposed agreement with MRWPCA for assistance in implementing the District's Public Outreach Plan in FY 2008-09 for a not-to-exceed amount of \$3,500. The motion was approved unanimously on a vote of 3 - 0. The committee members also agreed that the name of the Plan should be changed to Community Outreach Plan.
3. **Develop Production and Review Schedule for the 2008 Annual Report**
On a motion by Director Markey and second by Director Pendergrass, the committee authorized Director Doyle to chair a subcommittee that would coordinate with Karen Harris on prioritizing completion of community outreach activities as outlined in the Scope of Work. The subcommittee should also discuss with Ms. Harris options for development of a public information piece that would be distributed in lieu of the Annual Report. The motion was approved unanimously on a vote of 3 - 0.

The concern expressed by the committee was that the Annual Report summarizes accomplishments that occur over a twelve-month period, which is not sufficient because

there is a need to distribute up-to-date information to the public. Committee members suggested that a cost savings might be achieved if a mailer were sent out advising persons that the Annual Report was available on the District's website. The mailer could be a post card that focuses on communicating one message, or a letter-sized sheet that includes current articles about the District. Reducing the cost of the Annual Report might free-up funds for sending out an additional mailer during the year.

The committee discussed a suggestion submitted by Representative Sam Farr that the District take the lead on publication of a newsletter that would highlight news from local water, reclamation, flood control and sewage districts. Director Pendergrass suggested the subcommittee review the Central Coast Reporter newsletter published jointly by the Association of Monterey Bay Area Governments and the Monterey Bay Unified Air Pollution Control Agency.

4. Review Plans for Outreach to Property Owners that Would Be Affected by Ordinance No. 135

Mr. Fuerst reported that staff met with representatives from homeowner associations in the Laguna Seca subareas on June 16. A meeting was also conducted on June 23, 2008 with representatives from the Hidden Hills Homeowners Association to discuss the sales agreement between Carmel Valley Mutual Water Company and California American Water. Staff also agreed to meet with the Pasadera Homeowners Association.

Oral Reports

5. Review Upcoming Opportunities for Outreach to the Community

On a motion by Director Markey and second by Director Doyle, the committee voted to authorize the District to staff a booth at the Monterey County Fair that would provide information on MPWMD water supply planning and environmental mitigation programs. The motion was approved unanimously on a vote of 3 – 0. Staff in the Water Demand Division would promote the District's water conservation programs by staffing a booth sponsored by the Water Awareness Committee.

The committee decided to decline a request from the Monterey Peninsula College Foundation that the District become a corporate sponsor for the MPC Theatre production of "Urinetown, the Musical."

Set Next Meeting Date

The committee decided to meet again on July 29, 2008 at 1:30 PM.

Adjournment

The meeting was adjourned at 2:20 PM.